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National Analysts  
A Division of Booz•  
Allen & Hamilton Inc.

Study No. 09010 - 073 - 001

# **Continuing Survey of Food Intakes by Individuals, 1989**

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## **Interviewer Instruction Manual**

### **Diet & Health Knowledge Questionnaire**

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Conducted for  
United States Department of Agriculture





## TABLE OF CONTENTS

	<u>Page #</u>
A. Overview.....	1
B. Respondent for the DHK Interview.....	1
C. Where and When to Interview.....	1
D. Conducting the Interview.....	2
E. Question-by-Question Instructions.....	5

## DIET AND HEALTH KNOWLEDGE QUESTIONNAIRE

### A. Overview

The Diet and Health Knowledge (DHK) Questionnaire is the follow-up phase of the CSFII 1989 study. All sample households, those in Sample #1 and Sample #2, will be recontacted several weeks after they participated in the intake phase of this survey. The exact period of time between the original interview and the DHK interview will vary, depending on the schedule. However, no follow-up will be scheduled by National Analysts less than four weeks or longer than five weeks after the original interview.

Although a significant portion of the DHK interviews will be conducted by a centralized WATS facility using a computerized interview, field interviewers should also review the question-by-question instructions for this document since you will be required at least occasionally to administer the DHK questionnaire at nontelephone households. Many of the questions included in the DHK document have been used in studies conducted by federal agencies to track consumers' knowledge of nutrition, health and food consumption practices and related topics. Because of this, we are confident that the respondent will find this interview not only smooth flowing but interesting and timely in view of the current interest in health, diets and nutritional well-being.

### B. Respondent for the DHK Interview

The same respondent who was interviewed in the original phase of the CSFII survey will be the respondent for the DHK interview -- that is, the main meal planner/preparer. During the last visit with this original respondent, you should tell him or her that a National Analysts' interviewer will be recontacting her/him in several weeks.

### C. Where and When to Interview

All interviewers who are selected to conduct a DHK interview will receive the appropriate survey questionnaire along with a label (like the one on the next page) indicating the full name, address, telephone number



(where available) of the main meal planner/preparer along with the corresponding identifying information (segment #, H.U. #, respondent ID # and person line #). In addition, a series of dates will indicate the time frame within which the interview must be conducted.

Segment and H.U. #s	1111102001	ID #	10005	02	Line #
Respondent's Name: RANDY CUNNINGHAM					
Address: 1234 EAGLE PLACE APT B PHILADELPHIA PA 19106					
Phone #: 215 - 555-1234					
Initial Contact Time: 12:30PM Day: MONDAY					
Conduct DHK: 05-01-89 thru 05-27-89					

Prior Contact

DHK Contact Period

You are to attempt the DHK interview during the period shown on the label. Starting before the earliest date on the label will be too close to the intake survey and may lead to a refusal. Waiting until after the last date shown will cause the DHK interview to be delayed more than is desirable.

If you have tried to take the interview during the specified period but have not been successful in scheduling a meeting, let your Field Administrator know. If it is likely that you can get an interview shortly after the allowable period, we will consider permitting a late interview.

#### D. Conducting the Interview

##### 1. Sample respondent

You are to conduct the DHK interview only with the household respondent whose name is indicated on the label affixed to the questionnaire. This person was the respondent for the first phase of the CSFII -- that is, she/he was the main meal planner/preparer.

No substitutions are to be made for this respondent.

- If the main meal planner/preparer is unavailable to be interviewed at any time during the dates specified on the label, find out when he/she will be available and call your Field Administrator. It is possible that an interview will be approved

for a later time. DO NOT SUBSTITUTE another respondent in the household for the meal planner/preparer.

- If the main meal planner/preparer is no longer a member of the household designated on the label, find out whether or not that person can be reached elsewhere. If the meal planner/preparer can be reached elsewhere, get the new address information and call your Field Administrator for further instructions. If the original meal planner/preparer cannot be reached, find out who is now responsible for those activities in the household, and then call your Field Administrator with the information.

2. Documents to be completed

For each sample household assigned to you, you are to complete just one form. That is the DHK questionnaire.

Please note that the bottom of the cover page includes a Call Report Form, which must also be completed.

3. Number of calls to complete interviews

You must make four attempts to complete the DHK before concluding that the household is nonresponsive. All attempts must be done in person because these households are without telephones. Schedule your visits on different days and at different times during the period shown on the label. A good place to start would be on the same day of the week that you conducted the CSFII intake portion of the survey. The respondent was at home, and had time for the interview, then it is likely he/she will be available again at this time for a shorter DHK interview.

If you do not reach the meal planner/preparer during the day -- Monday to Friday -- schedule at least one attempt on the weekend and/or in the evening. Of course, you may make more than four calls if you think you will get an interview.



#### 4. Result of call codes

The Call Report Form for the DHK interview is located on the cover page of the questionnaire. Complete the call record for each attempted DHK interview contact as follows:

- Enter the day and month in the space provided for the date.
- Enter the time the visit/call began. Circle Code 1 for morning calls and Code 2 for calls at noon or after.
- Enter the appropriate Result Codes for that contact by selecting one code from the codes shown.

Result of call codes are explained below.

- Code 1     Interview has been taken with meal planner/preparer.
- Code 2     A time and date have been set up to complete an interview. Put the appointment information in the comments section.
- Code 3     The meal planner/preparer refuses to take part in this interview. Please give us an explanation of why you were refused in the comments section.
- Codes 4 and 5     These codes will not be used in the in-person interview portion of the DHK survey. They apply only to the telephone effort.
- Code 6     No one answers the door or the telephone.
- Code 7     The door/telephone is answered, but the meal planner/preparer is not available.
- Code 8     Language problem. Specify the language spoken.
- Code 9     Housing unit is no longer occupied. In-person interviewers check with neighbor for new address of meal planner/preparer. Record this information in the comments sections.

Code 10 Not used in the in-person survey. Telephone number that is given is not in service. Telephone interviewers, attempt to get new number from Information.

Code 11 Any other outcome not indicated by one of the prior codes. Give a complete explanation in the comments section.

## E. Question-by-Question Instructions

### 1. Identifying data and introduction

- Time

Record the time the interview began in the box at the upper right. Record the time ended when you complete the interview.

- Respondent information

All of the respondent information is on the label. Check to make sure it is correct. Then, record your four-digit ID # in the blocks provided.

- Introduction

In addition to reading the suggested introduction, be prepared to refresh the respondent's memory concerning his/her participation in the initial phase of the CSFII study. If you happen to be the same interviewer who visited him/her previously, bring this fact to the respondent's attention.

In any event, move directly from the introduction into the first question. Don't wait for permission to start but assume that you have it. After all, the respondent did agree to participate in the full study in the original contact.

## 2. Questions on knowledge and opinion about food

Q's 1 to 14

Are questions which give us insight into the way the respondent eats and what knowledge and opinions of nutrition he/she has about food intake.

Q.1

This is the first of a few other questions which require you to start at a random item and read a list. You handle this and similar questions of this type by reading the list starting with the item which is designated by an "X." Continue reading the list from top to bottom and when you reach the bottom, return to the top and continue reading down the list to where you started. In other words, we don't want all interviews to start with the first item, "Calories" and end with "The variety of foods you eat."

One code should be circled for each of the 13 items.

Q.2

You begin reading this question at the "X" just like Q.1. It is important that the respondent remembers what are the anchor points on the six-point scale when he/she is answering the question. Therefore, repeat the interviewer instructions for the first two statements and any other time the respondent appears to need clarification.

Q's 3 and 4

These items are concerned with respondents' perceptions of health problems which may be related to certain types of behavior. As in the previous questions, start reading the list in Q.3, beginning at the "X." As soon as the respondent says "Yes," ask Q.4. For each behavior ask Q.3 and, if appropriate, Q.4 together.



- Q.4                    You need to listen carefully before recording the respondent's answers to this question. Q.4 is asked for each behavior category which has been circled a Code 1 (in the shaded area). If the respondent's answer clearly parallels one of the listed health problems, then circle the code corresponding to that problem. But if you are unable to quickly fit the answer into one of the precoded categories listed on the questionnaire, then, by all means, use the space provided under "Other disease/problem" to record the respondent's answer. Don't forget to probe "Any other problems?"
- Q.5                    This is an opinion question to probe the respondent's own assessment of his/her weight.
- Q.6                    Also requires a random start at the item marked with an "X." Again, help the respondent remember the end points of the scale by reading the instructions for the first two statements and at any other time he/she seems to need help remembering. Be sure to read all nine of the listed statements and circle a code for each one.
- Q.7                    This question taps the respondent's knowledge of fiber sources. Start at the pair indicated by the "X," read the two choices and wait for an answer. If the respondent says he or she doesn't know, repeat the question. If he/she still does not know, write in "DK" and go on to the next pair.
- If the respondent answers, "The same," again repeat the question and tell the respondent we want an answer based on the choices. If the respondent insists that the answer is "The same," then write in "Same" next to that pair of items.

Q's 8 and 9                    These two items are concerned with the respondent's perception of which of the four listed foods is the highest, and next highest in calories. Note that after you circled an answer in Col. Q.8 for the food highest in calories, you need read only the remaining three food choices in Q.9 to obtain an answer for the food next highest in calories.

Q's 10 to 20                   This series of questions is designed to determine the respondent's understanding of the differences among foods in terms of their cholesterol and fat contents.

Q's 10 and 11                   All these items are handled similarly to Q.7. First of all, start reading the pairs of items at the "X" and wait for an answer. We want the respondent to make a choice between the two items. If he/she says, "I don't know," repeat "This is just based on your knowledge." If the respondent still says, "I don't know," then record "DK" next to that pair of items.

If the respondent answers, "The same," again repeat the question and tell the respondent we want an answer based on the choices. If the respondent insists that the answer is "The same," then write in "Same" next to that pair of items.

Q's 12 to 14                   All these require you to read are two or three choices to the respondent and circle one code corresponding to the respondent's choice. Do not read the "Don't know" code, as was mentioned earlier.

### 3. Questions on cooking and preparing foods

Q.15                            When recording the answer to this question, be sure to also circle the code for "hours" or "minutes."

Q.16 Read the statement and wait for an answer for each of the six items.

4. Questions on grocery shopping and food-label information

Q's 17 to 32 These items are concerned with the way the respondent shops for food, what is important in food labels, and types of nutrition information needed.

Q.17 Keep in mind that this question refers to things which may be important to the respondent when he/she shops for food, not when someone else in the household shops for food. Again, start reading the list at the "X" and continue until all six items have been read and a code has been circled for each.

Q's 18, 19 and 21 Are concerned with the frequency with which the respondent reads label information detailing either nutrition or ingredients information. Be sure to read each one of the four frequency statements.

Q.22 Do not read the answer categories.

Q's 23 and 24 If the respondent has ever written or called a manufacturer of a meat or poultry product to ask for more information than is given on the label, we want to find out, in Q.24, exactly what was asked for and why.

For example, if the respondent says, "Dating," that answer is not sufficient. Probe, "Why did you ask about the dating?" or "What date information did you ask about?" We might then find out from this respondent that the dating was important because she/he wanted to know how long after the dating was he/she able to keep the



chicken (or meat) frozen before using it safely. Be sure to review the section on indirect probing in the preconference manual.

If the respondent says at this or a later point in the questionnaire, he or she never eats meat/poultry, record that answer (Code 3 in Q.23). Skip all of the meat/poultry questions and continue the questionnaire at Q.33.

Q.25                    There are two versions of this question. On some occasions you will ask about meat labeled natural and on others you will ask about meat labeled organic. The precoded answer categories are the same for both. The respondent does not have to use the exact words in the answer. If the meaning is the same, use the precoded answer.

Q's 26 and 27           These items are concerned with the respondent's procedures for handling and storing meat/poultry, and the use of label information as a guide.

Q.28                    This examines the importance of added water to meat/poultry products. Be sure that the respondent thinks about all types of meat/poultry items and not just the examples of hot dogs and turkey roll.

Q.29                    Emphasize "In the last seven days" when you say this question. The respondent may have eaten a meat dish that was purchased hot from one place to be eaten elsewhere that is unfamiliar to you, but if the respondent considers that food to be a meat dish, then accept it as a "Yes." Our examples are just that -- examples, and not meant to be an all-inclusive list.

Q.30                    Don't read the answer categories. Instead, probe so that you may classify the type of store or restaurant that the last meat dish

was purchased from. If you cannot fit the respondent's answer into one of the prelisted categories, then record it under the category "Some other place" and also explain the details.

Q.31 Don't forget to also circle a code for "minutes," "hours" or "days." "This" meat dish refers to the last one mentioned in Q.30.

Q.32 This is only asked if the answer in Q.31 is two or more hours.

5. Questions about food safety

Q's 33 to 36 This series is concerned with the respondent's perception of the safety levels associated with various types of foods.

Q.33 This is the last question which is rotated starting with the item that is marked with an "X." Circle one code for each of the seven statements on the list. Use "Don't know" after probing for a response of "safe" or "not safe."

When you have recorded the answer to Q.36, thank the respondent for his or her cooperation with the entire survey effort, including CSFII. Remember to record the time the interview ended.





